

The Daily Movie Magazine

A GLIMPSE OF WILL HAYS IN "MOVIELAND"



The new "head" of the film industry visited the studio where Marion Davies was being starred in "When Knighthood Was in Flower." Director Robert Vignola is shown in the picture above explaining things to Mr. Hays, who is accompanied by Miss Davies. Note the grim castle wall in the background and the crowd of peasants—extras.

THE MOVIE FAN'S LETTERBOX

By HENRY M. NEELY

"Old Times" writes: "Since I haven't had a thing to discuss in your column for ages I have taken up my seat on the side lines as one of your most devoted and sincere admirers. I read each and every letter that is published, and let me rise right up in my good old brogue and say that it sure has been quite a spell since any one has written a letter to approach or equal that of 'Tolly Koppys' in this evening's paper."

"Gee, if I could write half as good a letter you would be bothered with me all the time."

"That is the style of letter the regular fan likes to read, not questions about whether 'Hazel Deane' has red hair or brown, or if perchance 'Arthur Handome' has a wife and eight children. That latter stuff is all for the regular reader. Who cares how tall or short a person is if they can act and please the public. 'Ye gods! don't let's waste our time reading junk; there is enough 'nut stuff' published. Let's keep the column open to sensible letter and criticism because I feel sure that is what the majority of the fans want."

"To 'Interested' for me say, my dear girl, you certainly have hit the proverbial nail on the head when you describe the talking flappers as 'dumb-doradas.' We have all suffered from the same pest, and at times I am possessed to knock them for the well-known 'rock of atoms,' 'toppins' or 'marble monuments.' Anything just to silence them, and it isn't only the flappers that do it, for I have set near real normal-looking middle-aged persons and think 'Here at last is a nice, quiet-thinking couple, only to have them burst out in a running fire of comment on the merits of the picture, subtitles, acting and everything under the sun."

"If they ever open a theatre (movie, of course) for deaf mutes I am going to ask as a special privilege to be allowed to attend, because I have here will my real 'spirit' fine peace and quiet. Like 'Interested,' I am still young and foolish myself, but when I go to the movies I don't care to have these 'nut' people 'nutting' me."

"Last, but not least, many thanks for publishing that old-time cast of 'Sold for Me.' It was mighty nice of you, as I know it was an interesting history."

"Thanks for the other pretty bouquet at the end of the letter. You've noticed I've cut it off and kept it for my own eyes alone."

"Tom" writes: "My friend took one of my cigars, leaned back in the cushions and placed his feet on a table. 'You must not take your movie actresses so seriously, Tom,' he proceeded to tell me. 'Consider them as being merely pictures that move on the screen, same life, same history, same interlocking devices. Then you shall not formulate nice opinions about your favorite star, placing her on a pedestal only to dash her down when some snide danger like me comes venturing his wares.'"

"What was that indignantly you just spoke about? 'Casting in 'Lovers in Love' a girl who is unable to steer her own marriage ship clear of the rocks? True, but why worry about it? It should not detract from your enjoyment of a picture to know that the actress who portrays the faithful wife is really at the very moment looking around for a divorce. The public life of an actress has no bearing on her studio life; it cannot possibly affect the pictures in which she appears. You risk being called mid-Victorian when

"My friend is sophisticated; I am mid-Victorian. He has many ideas that do not agree with my provincial opinions. His sentiments created a peculiar feeling which I could not dissipate with a mere shrug of the shoulders. I go to the movies not merely for amusement, but to learn the movie things they teach, and those who take upon themselves the task of teaching should, in my estimation, be sincere."

"Not, as some ungracious pastors do. Show me the steep and thorny way to Heaven. While, like a puff'd and reckless libertine, Himself the primrose path of dalliance treads, And reeks not his own road."

"Well, it's an interesting and two-sided question, whether what the fans really do think about."

"Ray D. O." writes: "I'm sure at you I asked you very nicely quite some time ago to print a picture of Marguerite Clark and you haven't done it! The way you've held off on her picture you might think she was some Von

Uncommon Sense : Get Even—With Yourself

By JOHN BLAKE

REVENGE may be sweet—but so is sugar. Neither of them are particularly good for a human being.

If the reader feels called upon to get even with somebody, he will do well to select himself as the person with whom to get even.

He is a very remarkable reader who owes himself no grudge—who has never done himself an injury.

Every time he indulges in a bad habit he is doing something for which he ought to get even with himself by and by.

EVERY time he yields to the temptation to waste time or energy, to do good money foolishly, to overeat, to overexercise, he is laying the foundation for what, ought, in time, to be a bad healthy grudge.

If he nurses a grudge against another man, he may spend years waiting in vain for an opportunity to pay it off.

If he is paid in full, he has gained nothing but a little sorry satisfaction, whose loss he may come to regret.

If he nurses a grudge against himself, he may come to regret such time he has spent.

It is well to forget revenge on others and the desire to get even with them. Getting even with ourselves is a form of revenge that will really be sweet in the end.

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Stroheim animal. (Excuse my profanity.) And now just for your delay I am going to enlarge my request; I want the picture to be a close-up. I don't want her picture to be one of her whole self—just her head.

"Don't you like Marguerite awfully well? I think she's dandy."

"Didn't you think 'Smilin' Through' was wonderful in it. Although she is getting much too old to play the part of a young girl, she did it exceedingly well. She was most convincing as Moonvyeen. I thought. Some one said that the theatre was very quiet at the death of Moonvyeen and that they never were in a theatre where the people were so silent. When I went there it was awfully noisy with the noise of vigorous nose-blowings. I think that's a greater compliment to Norma than the other."

Norma has come back to all her original glory in "Smilin' Through," and I've once more put her up on the tip-top of my favorite pedestal. But then I know she'd get back there. If we had more Norma Talmdages the movie wouldn't come in for so much knocking.

Don't misunderstand me about Agnes Ayres. I'm still strong for her, but she needs a more vitalizing director than she has had. I'm hoping she'll develop a stronger individuality."

"What were those adjectives you just now used when speaking of the favorite of yours—the golden-haired miss who, in various stages of undress, dances for the amusement of the tired business men, the wonderful, glorious, entrancing? Her acting is remarkable, as you have said. And when you spoke of vivacity and personality coupled with dancing ability you certainly expressed my sentiments."

"But why introduce that moral stuff? You really do seem to think that each of her pictures contains a lesson which should be learned by the public and her fellow actresses. Your exhibit A, 'The Gilded Lily,' is supposed to shake the public that an apparently flake public entertainer might really be a constant, faithful creature, as was 'Peacock Alley.' And you have the preposterous idea that Mae is really the nice simple girl she always turns out to be in her pictures."

"It is true, as you say, that under a mask of respectability may be a depth of virtue and severity as in 'Fascination,' but, my dear Tom, it is on the cards that actresses are seldom like the characters they assume. The lessons your dear favorite is supposed to teach the gentle public evidently have no effect on herself, for reports, ones indicated that she was a rather entertaining, whose coquetry of Broadway startled a people who are not very easily surprised. Impossible!"

"There, now, your job seems to have feet of clay and a tin crown. People don't go to the movies to be educated. They go with their noses of eyes to be diverted and amused and have no desire for an ethical elevation. Morals and movies, like water and oil, don't mix. So long, Tommie, that was a pretty good cigar."

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Summer Home in Maine—\$3500

Circumstances force the offering of this attractive property at a sacrifice. Cliff Island, Casco Bay, Maine—convenient to Portland. One acre wooded with pine trees, 2-story bungalow, 10 rooms and bath. Overlooking the Bay. Excellent for summer home or camp site.

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Next to Keith's Theatre

SCREEN VILLAIN IS ALSO A HANDY MAN ABOUT PLACE

HARDLY a motion-picture fan in all the world but knows Robert McKim, one of the screen's most polished villains.

Mr. McKim has a smile that is sardonically sardonic, nothing so delightful as his Machiavelian magnanimity. Yet, underneath that sinister plausibility, Mr. McKim is a handy man about the house; and this tale is told solely in the interest of the ladies. McKim's stage urbanity is wonderfully displayed in his interpretation of the role of the villainous De Villette in the Fox production of "Monte Christo," under the direction of Emmett J. Flynn.

During the filming of the picture, Mr. McKim found a rip in his satin coat, and he hastened to the Fox wardrobe department to have it repaired. "I'll have to do it by hand," explained the head needlewoman. "Our sewing machines are out of order."

"What kind of machines are they?" queried the villain. "Let's see what I can do with 'em."

Then, to the amazement of half a dozen needlewomen, the stage's most consummate villain set to work, and with a few applications of a screwdriver in the right place, soon had a machine in good running order. For good measure, while the coat was being fixed, the actor repaired the rest of the machines in the wardrobe department, where they know me better. I'm McKim, the sewing machine man."

No, ladies, you see villain McKim is not so bad as he really likes to make you believe he is.



Corns?

—just say
Blue-jay
to your druggist
Stops Pain Instantly

The simplest way to end a corn is Blue-jay. A touch stops the pain instantly. Then the corn loosens and comes out. Made in two forms—a colorless, clear liquid (one drop does it) and in extra thin plasters. Use whichever form you prefer, plasters or the liquid—the action is the same. Safe, gentle. Made in a world-famed laboratory. Sold by all druggists.

Free: Write Bauer & Black, Chicago, Dept. 11 for valuable book, "Correct Care of the Feet."

Three Wills Are Probated

The following wills were today admitted to probate: Melaine E. Wilkins, 6714 North Eleventh street, \$8900; Clementina G. Matlack, 750 North Twentieth street, \$12,000; Francis R. Mitzer, 4521 Springfield avenue, \$5025. Letters were granted for the administration of the estates of David Fisher, 1804 North Marshall street, \$3000; Lydia B. Ovine, 3842 West Girard avenue, \$8000. Inventories of the following personal estates were filed: Barton Lucas, \$101,788.87; William H. Kistler, \$88,076.77; Emma L. Kirk, \$527.82; Lucinda C. Newberry, \$71,730.48.

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J. B. Sheppard & Sons

Has the Date Been Set?

and are you "making out your list" of the various things you will need as a coming summer bride?

First is the Trousseau, which must be an outfit you will love to linger over and be proud to show family and friends.

Endless delight is the experience of the bride fortunate enough to include in her trousseau articles of Sheppard Production.

For more than a generation we have specialized in supplying the needs of the coming bride who wants her lingerie, towels, bed and table linen to have the Individual Stamp of Finest Quality and Workmanship.

And every article chosen can have the dainty added touch of hand-embroidered marking. The choice is abundant and delivery prompt.

1008 Chestnut Street

A promise to commuters and how it was kept

A train schedule is but a promise. The thing that really counts is not promises but performance. One reason for "The Reading's" popularity is its consistent on-time performance.

Witness:

"The Rocket"

The popular commuters' train.

(The promise: Leave Philadelphia 5 P. M. Daylight Time. Arrive Atlantic City 6:05 P. M.)

This train was ON TIME every day but one during the 2 months, April and May. On April 13, we are sorry to say, the Rocket was 2 minutes late.

"The Reading" has a reputation of running on time that has been earned by many years' performance.

Philadelphia & Reading System Atlantic City Railroad

HARDWICK & MAGEE CO.

When looking for rugs of the better grade, Philadelphians are accustomed to ask for "Bundhar Wilton" and "French Wilton." Successive generations have proven the worth of the rugs and made their names household words. The same care and pride we have taken in producing floor coverings of this nature has guided us in making our selection of

Dependable Summer Rugs

Our floors are teeming with suggestions—we know of no reasonable need that has been overlooked. For variety of weaves and sizes and bright, cheerful colors which will harmonize nicely with Summer draperies, the collection is wonderfully complete. Of recognized standard quality, these rugs are the most durable obtainable and will give satisfactory service.

PRICES MUCH BELOW FORMER SEASONS

Colonial Rag Rugs

If your artistic inclinations lead you to these ever-popular Summer Rugs, you will find in this season's color combinations numerous inviting offerings; solid tones, hit-and-miss and many in the light, dainty cretonne effects with handsome hand borders. Those of the silk and rag mixture are most attractive in appearance, durability and price.

24x36 in.	\$.85 to \$ 1.85
30x60 in.	2.00 to 3.75
36x72 in.	2.85 to 4.50
6x9 ft.	8.00 to 13.00
8x10 ft.	12.00 to 19.50
9x12 ft.	15.00 to 25.50

American Fibre Rugs

Of unique and distinctive weave, these are Rugs of a dependable standard quality of assured durability. Made in a wide range of pleasing solid tones, with floral and Persian borders, also in the new and decorative pastel shades, they are unusually good looking and will provide splendid furnishings for every room of the summer home.

30x60 in.	\$2.25	6x9 ft.	\$9.25
36x72 in.	2.75	7.6x10.6 ft.	12.75
9x12 ft.	\$14.00		

Crex de Luxe Rugs

These excellent, long-wearing Rugs are here in new and attractive color combinations in blue, rose, brown, etc. Exceptional values.

27x54 in.	\$3.25	6x9 ft.	\$13.50
36x72 in.	4.50	8x10 ft.	19.00
9x12 ft.	\$21.00		

SPECIAL: An importation of Japanese Rush Rugs, newly received, some in the much-admired oval shapes. They are sturdy built and for porch use are unexcelled.

\$5.75 for 36x72 in. to \$29.50 for 9x12 ft.

HARDWICK & MAGEE CO.

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The following theatres obtain their pictures through the STANLEY Company of America, which is a guarantee of early showing of the finest productions. Ask for the theatre in your locality obtaining pictures through the Stanley Company of America.

APOLLO 522 & THOMPSON STS. MATINEE DAILY CUTLER LANDIS and SPECIAL CAST in "Where is My Wandering Boy Tonight?"	BELMONT 130 ABOVE MARKET 1:30 & 8:30 to 11 P. M. Rodolph Valentino & Gloria Swanson in "BEYOND THE ROCKS"
ASTOR EIGHTH & GIRARD AVE. MATINEE DAILY CONWAY TEARLE in "THE MAN OF STRONE"	CEDAR 90TH & CEDAR AVENUE 1:30 and 7:30 to 9 P. M. PRISCILLA DEAN in "WILD HONEY"
BALTIMORE 51ST & BALTIMORE STS. 2:30, 7:30, 9:30 MAT AGNES AYRES & MAE HOLT in "BOUGHT AND PAID FOR"	COLISEUM Market bet. 65th & 69th ALL-STAR CAST in "THE PASSION FLOWER"
BLUEBIRD Broad & Fairmounta Continues 2 until 11 BETTY COMPTON in "THE GREEN TEMPTATION"	JUMBO FRONT ST. & GIRARD AVE. MARSHALL NEILAN PRODUCTION "BITS OF LIFE"
COLONIAL 6th & Marketwood Aves 2:30, 7 and 9 P. M. Rodolph Valentino & Gloria Swanson in "BEYOND THE ROCKS"	LEADER 41ST & LANCASTER AVE. 1:30 and 7:30 to 9 P. M. DOUGLAS FAIRBANKS in "THE THREE MUSKETEERS"
FAIRMONT 20th & Girard Aves. MATINEE DAILY MAE MURRAY in "FASCINATION"	LOCUST 52D and LOCUST STREETS 1:30 & 8:30 to 11 P. M. Rodolph Valentino & Gloria Swanson in "BEYOND THE ROCKS"
GREAT NORTHERN Broad St. at Erie MAT. 2:30, 7:30, 9:30 P. M. MATT MOORE & SEENA OWEN in "SISTERS"	NIXON 52D AND MARKET STS. 1:30 and 7:30 to 9 P. M. BERT LYTELL in "ALIAS LADYBEGGERS"
IMPERIAL 10TH & WALNUT STS. Mats. 2:30, Evns. 7 & 9 Rodolph Valentino & Gloria Swanson in "BEYOND THE ROCKS"	RIVOLI 52D & RANBORN STS. REGINALD BARKER PRODUCTION "POVERTY OF RICHES"
LIBERTY BROAD & COLUMBIA AVE. MATINEE DAILY MAE MURRAY in "FASCINATION"	69TH ST. Theatre, Opp. "L" Terminal 1:30 & 8:30 to 11 P. M. Rodolph Valentino & Gloria Swanson in "BEYOND THE ROCKS"
ORIENT Woodland Ave. at 62d St. THOS. H. INCE and PROMOTION "HAIL THE WOMAN!"	STRAND Germantown Ave. at Venango Rodolph Valentino & Gloria Swanson in "BEYOND THE ROCKS"
OVERBROOK 63d & Horseshoe Aves. MATINEE DAILY GLORIA SWANSON in "HER HUSBAND'S TRADEMARK"	ARDMORE LANCASTER PIKE 1:30 & 8:30 to 11 P. M. MARY PICKFORD in "LITTLE LORD FAUNTLOTT"
PALM DOUBLE PROGRESS LITTLE STAR AMERICA'S GREATEST LITTLE STAR JACKIE COOGAN in "MY BOY"	GRANT 4022 GIBBON AVE. M. J. Tracy, Mgr. 1:30 & 8:30 to 11 P. M. MABEL NORMAND in "MOLLY O."
REGENT Market St. Below 17th 10 A. M. to 11 P. M. POLA NEGRE in "THE RED PEACOCK"	AT OTHER THEATRES MEMBERS OF M. P. T. O. A.
RIALTO GERMANTOWN AVENUE AT THE BRIDGEWEN ST. ETHEL CLAYTON in "THE CRADLE"	AMBASSADOR Baltimore Ave. at 4th Superior City, 2:30 to 4:30, 7 & 9 P. M. "THE ROSARY"
SHERWOOD 54th & Baltimore Ave. MAT. 2, EVNS. 8:30 WILLIAM DESMOND in "FIGHTIN' MAD"	Germantown 5510 Germantown Ave. JAMES OLIVER CURWOOD'S "FLOWER OF THE NORTH"
333 MARKET STREET THEATRE 11:15 P. M. JEAN BAIG in "THE PERSONAL EQUUS"	PARK RIDGE AVE. & DAUPHIN ST. BARBON, Mgr. 8:30 to 11 P. M. "THE ROSARY"